Placeable

Case Study

FINANCIAL SERVICES COMPANY RELIES ON PLACEABLE FOR HYPERLOCAL PROMOTIONS

Company
Financial Services

Industry
Financial Services

IgniteTech Product
Placeable

THE OBJECTIVE

A global financial transaction company wanted to increase the conversion of online to offline customers in targeted local markets.

THE CHALLENGES

Scale: The company has more than 10,000 locations worldwide.

Complex, Dynamic Local Content: The customer maintains various types of agent locations, and each can offer a variety of different products and services, making it one of the most complex location-based business models for marketing.

The company's location content included basic name, address and phone number (NAP) along with hours of operation, services offered and promotions — with content delivered in more than a dozen languages. Additionally, the client required the ability to modify their local data daily.

THE SOLUTION

Location Marketing Technology for the Enterprise

To ensure accuracy and access to ever-changing local information, the customer demanded scalable, sophisticated and flexible location marketing technology that connects across their various marketing channels. IgniteTech's Placeable Solution was selected to help the customer leverage their location data as a strategic marketing asset.

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THE RESULTS

With accurate and accessible location content, unique local landing pages and geo-targeted promotions, the customer increased their bottom of funnel conversions, achieving a 160% increase in visits to their promotional landing pages.

More broadly, the customer now has the ability to location-enable their marketing by maintaining the location data in IgniteTech's Placeable Workbench.

With their IgniteTech Placeable Pages, the customer improved organic search traffic and provided a destination through which their local marketing campaigns drive location-based revenue. With deep relevant content on the pages, local audiences enjoy a more meaningful local experience with a global enterprise brand.

Traffic to Customer Promotional Landing Pages

Legend: — Visits — Unique Visits — Customer Engagement Actions*
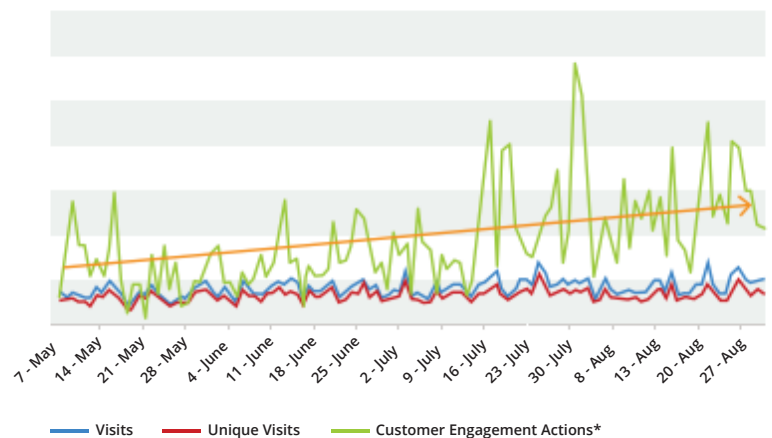
*A customer engagement action occurred when a visitor to the promotion landing page performed additional searches utilizing the store locator map.

LEARN MORE

To learn more about how IgniteTech's Placeable solution can help you drive revenue through location data management, visit ignitetech.com/placeable.

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